

Rep Order# 6849319 Ver# 1 Status New Traffic Order# Printed: 09/04/2012 3:45 PM 1 of 6

EC'd Yes Last Received: 09/04/2012 3:17 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () OBAMA FOR AMERICA
Product BARACK OBAMA
Estimate# 1536
Buyer DAN NAGELBERG
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/05/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

CLIENT: OBAMA FOR AMERICA SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	9A-10A		:30	\$300.00	09/05-09/07	6	1	6	\$1,800.00	
	2	M	9A-10A		:30	\$300.00	09/10-09/10	2	1	2	\$600.00	
	3	W-F	10A-11A		:30	\$100.00	09/05-09/07	6	1	6	\$600.00	
	4	M	10A-11A		:30	\$100.00	09/10-09/10	2	1	2	\$200.00	
	5	W-F	11A-12P		:30	\$50.00	09/05-09/07	6	1	6	\$300.00	
	6	M	11A-12P		:30	\$50.00	09/10-09/10	2	1	2	\$100.00	
	7	W-F	12P-1P		:30	\$75.00	09/05-09/07	6	1	6	\$450.00	
	8	M	12P-1P		:30	\$75.00	09/10-09/10	2	1	2	\$150.00	
	9	W-F	1P-2P		:30	\$125.00	09/05-09/07	6	1	6	\$750.00	
	10	M	1P-2P		:30	\$125.00	09/10-09/10	2	1	2	\$250.00	
	11	W-F	2P-3P		:30	\$50.00	09/05-09/07	6	1	6	\$300.00	
	12	M	2P-3P		:30	\$50.00	09/10-09/10	2	1	2	\$100.00	
	13	W-F	3P-4P		:30	\$100.00	09/05-09/07	6	1	6	\$600.00	
	14	M	3P-4P		:30	\$100.00	09/10-09/10	2	1	2	\$200.00	

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	15	W-F	4P-5P		:30	\$100.00	09/05-09/07	6	1	6	\$600.00	
	16	M	4P-5P		:30	\$100.00	09/10-09/10	2	1	2	\$200.00	
	17	W-F	5A-6A		:30	\$150.00	09/05-09/07	6	1	6	\$900.00	
	18	M	5A-6A		:30	\$150.00	09/10-09/10	2	1	2	\$300.00	
	19	W-F	6A-7A		:30	\$350.00	09/05-09/07	6	1	6	\$2,100.00	
	20	M	6A-7A		:30	\$700.00	09/10-09/10	2	1	2	\$1,400.00	
	21	W-F	7A-9A		:30	\$350.00	09/05-09/07	8	1	8	\$2,800.00	
	22	M	7A-9A		:30	\$700.00	09/10-09/10	2	1	2	\$1,400.00	
	23	W-F	430A-459A		:30	\$60.00	09/05-09/07	3	1	3	\$180.00	
	24	SA	6A-7A		:30	\$100.00	09/08-09/08	1	1	1	\$100.00	
	25	SA	7A-8A		:30	\$250.00	09/08-09/08	1	1	1	\$250.00	
	26	SA	8A-10A		:30	\$300.00	09/08-09/08	1	1	1	\$300.00	
	27	SU	6A-7A		:30	\$100.00	09/09-09/09	1	1	1	\$100.00	
	28	SU	7A-8A		:30	\$200.00	09/09-09/09	1	1	1	\$200.00	
	29	SU	8A-9A		:30	\$275.00	09/09-09/09	1	1	1	\$275.00	
	30	SU	9A-10A		:30	\$1,200.00	09/09-09/09	1	1	1	\$1,200.00	

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	31	W-F	5P-530P		:30	\$350.00	09/05-09/07	4	1	4	\$1,400.00	
	32	M	5P-530P		:30	\$350.00	09/10-09/10	1	1	1	\$350.00	
	33	W-F	530P-6P		:30	\$350.00	09/05-09/07	4	1	4	\$1,400.00	
	34	M	530P-6P		:30	\$350.00	09/10-09/10	1	1	1	\$350.00	
	35	W-F	6P-630P		:30	\$800.00	09/05-09/07	4	1	4	\$3,200.00	
	36	M	6P-630P		:30	\$800.00	09/10-09/10	1	1	1	\$800.00	
	37	SU	6P-7P		:30	\$125.00	09/09-09/09	1	1	1	\$125.00	
	38	W-F	1135P-1235A		:30	\$150.00	09/05-09/07	4	1	4	\$600.00	
	39	M	1135P-1235A		:30	\$150.00	09/10-09/10	1	1	1	\$150.00	
	40	SA	1130P-1A		:30	\$300.00	09/08-09/08	1	1	1	\$300.00	
	41	SU	1130P-12A		:30	\$500.00	09/09-09/09	1	1	1	\$500.00	
	42	W-F	11P-1135P		:30	\$500.00	09/05-09/07	4	1	4	\$2,000.00	
	43	M	11P-1135P		:30	\$500.00	09/10-09/10	1	1	1	\$500.00	
	44	SA	11P-1130P		:30	\$500.00	09/08-09/08	1	1	1	\$500.00	
	45	W-F	7P-730P		:30	\$300.00	09/05-09/07	4	1	4	\$1,200.00	
	46	M	7P-730P		:30	\$300.00	09/10-09/10	1	1	1	\$300.00	

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	47	W-F	730P-8P		:30	\$300.00	09/05-09/07	4	1	4	\$1,200.00	
	48	M	730P-8P		:30	\$300.00	09/10-09/10	1	1	1	\$300.00	
	49	SA	7P-8P		:30	\$175.00	09/08-09/08	1	1	1	\$175.00	
	50	M	8P-10P		:30	\$1,200.00	09/10-09/10	1	1	1	\$1,200.00	
	51	F	9P-10P		:30	\$500.00	09/07-09/07	1	1	1	\$500.00	
	52	SA	8P-11P		:30	\$200.00	09/08-09/08	1	1	1	\$200.00	
	53	W-F	1235A-135A		:30	\$50.00	09/05-09/07	4	1	4	\$200.00	
	54	M	1235A-135A		:30	\$50.00	09/10-09/10	1	1	1	\$50.00	
	55	SU	815P-1130P		:30	\$2,500.00	09/09-09/09	2	1	2	\$5,000.00	
	56	SU	7P-815P	Buyline Comment: PREGAME	:30	\$700.00	09/09-09/09	1	1	1	\$700.00	
	57	TH	8P-9P	Buyline Comment: AMER GOT TALENT	:30	\$900.00	09/06-09/06	1	1	1	\$900.00	
	58	TH	9P-11P	Buyline Comment: DNC	:30	\$4,000.00	09/06-09/06	1	1	1	\$4,000.00	
	59	F	10P-11P	Buyline Comment: DATELINE	:30	\$500.00	09/07-09/07	1	1	1	\$500.00	

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	60	SA	330P-7P		:30	\$200.00	09/08-09/08	1	1	1	\$200.00	
Buyline Comment: COLLEGE FOOTBALL												
	61	W	730P-830P		:30	\$1,000.00	09/05-09/05	1	1	1	\$1,000.00	
Buyline Comment: NFL KICKOFF												
	62	W	830P-1130P		:30	\$3,000.00	09/05-09/05	1	1	1	\$3,000.00	
Buyline Comment: NFL												

--REPORT TOTALS--
Report Totals: 157 / \$51,505.00

--SALES MONTHLY TOTALS--

Sep 12: 157 / \$51,505.00
Sales Totals: 157 / \$51,505.00
Station Totals: 157 / \$51,505.00
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$51,505	CATV 0%	WAVY 100%	WGNT 0%	WPXV 0%	WTKR 0%
		WTVZ 0%	WVBT 0%	WVEC 0%		

Books null
Demos RA35+

---Agency Comment---
PLEASE NOTE ADDRESS CHANGE EFF 8/12

-- CREDIT RISK ---
CASH IN ADVANCE

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